

# WARNING LABEL: A Quarterly Update On The Goals And Successes Of The Department Of Health Tobacco Prevention and Control Program

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## Toll-Free Tobacco Quit Line Keeps Ringing, Surpassed Goals for Year One

**T**obacco users who want to quit — and 80 percent do — have discovered a source of help in Washington's toll-free tobacco Quit Line: 1-877-270-STOP. In its first eight months of operation, the Quit Line received over 15,000 calls and its specialists provided counseling, information, referrals and Quit Kits to more than 9,000 callers.

Not only has the Quit Line been heavily used, it has received excellent reviews from callers. Eighty percent of callers contacted during a survey said they were satisfied with the services they received from the Quit Line, and 70 percent thought it was helpful in their quitting process.

The Quit Line is supported by a highly effective television and outdoor advertising campaign. Forty-two percent of those who call the line



learn about it from television. Another indication that the media campaign is working is the high rate of callers who are ready to quit when they call — 85 percent — considerably higher than the percentage for other state quit lines. A new media campaign, which will build on the success of the current campaign, is being developed by Sedgwick Rd., Tobacco Prevention and Control's new advertising

contractor.

This year, the program plans to enhance its marketing efforts by providing local tobacco and prevention control programs with tools and training they can use to promote the Quit Line to doctors, dentists

selling.

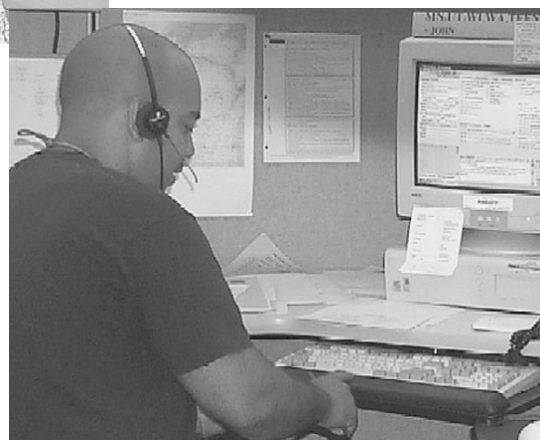
The program will add a new Quit Line in April 2002 that will provide counseling, materials and incentives designed specifically for teens. The new line will use the same phone number as the adult quit line, but it

will be supported by its own marketing campaign. The program will conduct research to discover the most effective way to help members of this age group quit.

We at

DOH are excited

about the Quit Line's initial success and are looking forward to another year of helping smokers who want to quit achieve success.



Cessation specialists hard at work.

and other healthcare providers. Research shows that tobacco users are far more likely to quit successfully if encouraged to do so by their healthcare providers, especially if the advice is supported by some behavioral coun-





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Dear Friends:

It has been an exciting first year for our new anti-tobacco program. We have much to be proud of and a lot to look forward to. Our programs in communities and schools, our statewide advertising campaign, and the toll-free Tobacco Quit Line are all going well.

I hope you have had a chance to visit our teen-oriented Web site, [OutrageAvenue.com](http://OutrageAvenue.com). The National Health Information Coalition recently named it one of the country's top health-related sites. Not long ago, I received an e-mail from a Seattle woman who told me she quit smoking after visiting [OutrageAvenue.com](http://OutrageAvenue.com). It is obvious we are making a difference.

As we move ahead, you can look for new initiatives that will include:

- The second year of our advertising campaign. Look for new powerful ads that will continue to tell the truth about tobacco use. I'm confident they will make youth think twice about using tobacco and encourage tobacco users to seek help from our tobacco Quit Line.
- A teen Quit Line to be added in April. We hope to help 3,000 teens in its first year. The Quit Line will provide tips and advice on how to quit, informational materials, and incentives specially tailored to teenagers.
- Outreach to underserved populations. Representatives from the African American, American Indian, Asian/Pacific Islander, Latino, sexual minority and other communities are working with us to conduct research and recommend a plan for providing effective tobacco prevention services to underserved populations.
- A program to encourage low-income pregnant women to quit smoking. DOH will train Maternity Support Services (MSS) staff to effectively counsel their pregnant clients to quit smoking and reduce secondhand smoke in their homes.

As you can see, we depend on committed organizations and people from many communities to help us reduce tobacco use in our state. Thank you for all of your help and support as we work to save lives.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mary C. Selecky'.

Mary C. Selecky  
Secretary of Health



# Engaging Youth to Make Washington Tobacco-Free

The Washington State Department of Health (DOH) is stepping up its efforts to reach teens with its anti-tobacco message. It has added two new programs — one to com-

## *Unfiltered Roadshow*

This fall, *Unfiltered*, our Web-based reality show, hits the road, with host Piggy Thomas speaking frankly to teens about how tobacco affects their

with tobacco.

Teens relate well to Piggy, and when she talks, they listen. She has spent most of the last several years travelling the country to get the word

into their neighborhoods. Through a grant from the American Legacy Foundation, and with help from its partners, the American Lung Association, the American Cancer Society and the University of Washington, DOH will provide young activists with the education, training and other assistance they need to reduce tobacco use in their communities. DOH will help create and support local youth anti-tobacco groups and encourage teens to engage in actions such as getting popular restaurants to go smoke-free, creating public service announcements or teaching younger kids about the dangers of tobacco. For further information, contact Carla Huyck at 360-236-3678 or e-mail her at [carla.huyck@doh.wa.gov](mailto:carla.huyck@doh.wa.gov).



Washington youth activists gather at Outrage 98119.

municate with students in their schools, and the other to recruit youth to fight tobacco use in their communities. These programs build on the work DOH and local communities have done to combat the effects of years of tobacco-company marketing targeted at youth. These programs ultimately seek to discourage tobacco use by this age group.

lives. The *Unfiltered Roadshow* will be available to Washington State schools and communities that want to make a real impact on their teens. Piggy, the MTV-star turned anti-tobacco-activist, along with one or two cast members, will travel to communities to show *Unfiltered* episodes and spark candid conversations about the local youths' experiences

out about the seductive and dangerous tobacco habit. Local tobacco programs interested in scheduling an *Unfiltered* event in their area should call their contract manager at the Department of Health.

## Youth Activism

DOH is inviting teens to use their energy, creativity and dedication to carry the fight against tobacco



# Local Spotlight: Tobacco Free of Spokane Clearing the Air

**T**obacco Free of Spokane's primary focus is to reduce, and eventually ban, the presence of secondhand smoke in parks and at outdoor events.

To that end, Tobacco Free sponsored the Summer Celebration at Riverside Park in June, posting "tobacco-free zone" signs in the areas most likely to be fre-

quented by children. These zones were so successful and received such positive feedback from celebration attendees that the park decided to keep the signs up long after Tobacco Free's sponsorship ended.

Tobacco Free has also worked to make the Spokane Interstate Fair tobacco-free, but has been unable to convince

the Fair Board to make that change. However, this year Tobacco Free was able to secure tobacco-free sections at the fair; feedback from the public has been very positive.

In October, the city of Spokane held a community summit to discuss further smoke-free initiatives. As a result of that meeting, Tobacco Free

has pledged to bring more smoke-free events to Spokane's parks and to work to gain recognition for the smoke-free areas and events it has already established. Tobacco Free of Spokane will continue to work hard to protect the safety of its citizens at parks and outdoor events.



The Washington State Tobacco Prevention and Control program is funded by the 1998 Master Settlement Agreement between Washington state and major tobacco companies. In a commitment to curb tobacco use within the state, Governor Gary Locke and the state legislature dedicated all of the tobacco settlement funds to programs that protect and improve the health of Washington state citizens. Washington was the first state to take this step.

In addition, the Department of Health created a sustainable, long-term, comprehensive tobacco control program aimed at preventing and reducing smoking and other tobacco use.

## Warning Label Contact Information

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